



LSA Certification: SMB Provider Application



Welcome to the LSA Certification application for small business marketing providers. The application seeks information about your agency and/or media company that demonstrates it meets the certification standards.

Certification is designed to be meaningful so completing the application including gathering information may take up to 2 hours (think of it as an open-book test).

We recommend you review this application first and then gather the information you need ahead of time. If you have any questions, you can always contact us at communications@thelsa.org.

Applicant Information

Name

Title

Company

Office Address

Phone

Email

Company URL

Leadership team

Year business was established

Does the business applying for certification have annual revenue of at least \$500,000?

Yes No

State in which you are registered to do business:

NOTE: Please include with your application documentation showing you are registered to do business in the state referenced above.

Terms & Definitions

“You” or “Your” refers to the company or business applying for certification, its agents, employees, contractors or any others that act on behalf of the company in the sale or fulfillment of digital marketing services.

“Service agreement” is a contract, agreement, recording, terms and conditions, or any other form of agreement that governs the relationship between the business applying for certification and its client in the provision of digital marketing services.

“Client” is any person, individual, business or other entity to whom an applicant sells, directly or through others, digital marketing services or to whom it fulfills the marketing services sold.

“Digital marketing services” means any digital products or services provided pursuant to a service agreement for campaigns, promotion, marketing, or advertising of the purchaser’s business including but not limited to SEO, SEM, content marketing, location based marketing, media buying, website development or hosting, optimization for mobile, social media, listings management, email marketing, ad design, mobile marketing, review management, digital advertisements, call tracking, leads management, creative, attribution, data management, applications, video production or any other digital marketing product or service sold to a business or advertiser.

Sales and Training

1. Do you commit to help clients and prospective clients understand products and services that are being sold?

Yes No

a. What marketing products and services do you sell? Check all that apply:

- | | |
|---|--|
| <input type="checkbox"/> SEO | <input type="checkbox"/> review management |
| <input type="checkbox"/> SEM | <input type="checkbox"/> online advertising |
| <input type="checkbox"/> Local search | <input type="checkbox"/> call tracking |
| <input type="checkbox"/> content marketing | <input type="checkbox"/> leads management |
| <input type="checkbox"/> location based marketing | <input type="checkbox"/> creative |
| <input type="checkbox"/> media buying | <input type="checkbox"/> attribution |
| <input type="checkbox"/> targeting | <input type="checkbox"/> data management |
| <input type="checkbox"/> website development or hosting | <input type="checkbox"/> application development |
| <input type="checkbox"/> optimization | <input type="checkbox"/> ecommerce/online bookings |
| <input type="checkbox"/> social media | <input type="checkbox"/> video marketing |
| <input type="checkbox"/> listings management | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> email marketing | |
| <input type="checkbox"/> ad design | |
| <input type="checkbox"/> mobile marketing | |

2. Do you train your staff appropriately to be qualified to perform the following functions (check mark = yes):

Sales reps educate and help the client understand products, campaigns, programs or marketing services being sold sufficient for the client to make an informed purchasing decision. Explain:

Alternately, provide the table of contents page or snippets of training materials and/or manuals that illustrate the training.

Service reps understand the products, campaigns, programs or marketing services that fulfill the marketing services agreement sufficient to provide meaningful support to clients. Explain:

Alternately, provide the table of contents page or snippets of training materials and/or manuals that illustrate the training.

3. Do you commit to the following (check mark = yes):

To sell products and services that provide value and benefit to the client and not those that primarily serve the company's own pecuniary interest ahead of the client's needs?

To provide relevant information and disclose all material facts sufficient for clients to make informed decisions regarding the purchase of your marketing services, campaign options or strategies, and client account administration such as payment.

Explain how your company holds employees to this commitment (ie. Code of conduct, etc.)

4. Do you commit to analyze the suitability of clients for any product, campaign, program or marketing service being sold as follows (check mark = yes):

That you have the right expertise to meet the client needs?

That you have sufficient resources and staffing to service the client?

That the client's budget is adequate to have a reasonable chance of success or return?

Explain the process of such analysis or attach blank work sheets, training materials or other documentation that shows the process for analyzing suitability of clients.

5. Do you commit to selling truthfully and protect against making misrepresentations specifically regarding the following (check mark = yes):

- The nature of the product, campaign, program, or marketing service being sold;
- What the client's expectations should be for the outcome or return from the product, campaign, program or marketing service being sold;
- Your competence, credentials, experience or professional capabilities;
- Competitors' products, services, competence and capabilities including falsely disparaging or smearing their professional reputation as a form of competition.

Explain processes such as call monitoring, spot checks or others that you have to ensure these good sales practices are followed. Alternately, reference or provide employee code of conducts, code of ethics, training materials or other documents that show how you uphold such standard.

Policies & Procedures

6. Do you have policies and procedures governing the following (check mark = yes):
- A schedule for responding to communications or messages received from clients with whom it has service agreements. Explain:

- Information that a client has access to including the following accounting reports and performance reports:

- Financial reporting of all monies paid by the client.
- A report of the results of the services provided or performance of any marketing campaigns.
- An accounting of money spent on media buy, if agreed to as specified in the service agreement, or to the extent applicable and required by third-party media sellers. (NOTE: Please provide sample reports or screenshots of sample account access that you supply to clients.)

Explain:

- A written dispute resolution process that includes at a minimum the following:
 - A process for review of the complaint;
 - A timeline for a response to the complaint;
 - A process for escalating the complaint in the event the dispute is not resolved by the first response.

NOTE: Please provide a copy of such written dispute resolution process. If you do not have a written process, a sample dispute resolution policy is featured in the appendix of this application that you can customize to your needs.

- Record retention of client account files and communications.

Explain (Please state the length of time that you retain client account files and communications or provide a copy of your record retention policy.)

Service Agreements

7. Do you commit to document all agreements with clients in a clear and transparent manner?
Yes No
8. How do you document services agreements with clients? Check all that apply:
 Written contract
 Acknowledgement of terms and conditions
 Recorded phone call
 Confirmation email
 Other _____
9. Do you commit to providing the client with a copy of the agreement upon request?
Yes No
10. Do you commit to clearly describe services to be rendered and state all key and critical terms and conditions including any services specifically excluded when normal business or industry practice is to include those services in the service agreement?
Yes No
11. Does the service agreement include the following contract terms:
 The term/length of the agreement or under what conditions the agreement terminates;
 What services are to be performed on behalf of the client;
 The price or contracted amount of the services;
 The schedule for payment;
 How payment should be made;
 Disclosure of any service or product that will be automatically billed or renewed, if any, the frequency of such practice, and how and when such auto-renew may be terminated; and
 How the service agreement may be terminated by the client.
- NOTE:** Please provide a blank form service agreement that includes the above information.
12. Do you commit to document or record any amendments or changes to the agreement made subsequent to the original agreement in a form that is retrievable and that is made available to the client upon request?
Yes No

Transparency

13. Do you engage in marketing services that include media buy on behalf of clients?

Yes No

NOTE: If your answer is “No” to the above question, skip to question #19.

14. Is the scope of authority for media buys defined in the contract, service agreement or terms and conditions with the client? Scope of authority for this question means boundaries for how and what the company may buy without seeking further approval from the client. For example, dollar limits, types of media, types of ads etc.

Yes – please reference where in the contract, service agreement or terms and conditions the scope of authority is defined.

No – please explain what type of authority or how authority is obtained to buy media on behalf of a client.

15. Does the company have any credentials or branded recognition to sell any other third-party media by that media publisher? E.g. Google Partner or Premier Partner badge.

Yes No

If yes, please list all certifications, credentials, etc.

16. Do you commit to reporting to LSA any revocation, suspension or involuntary termination of the right to use such third-party media credentials, badges or other recognition listed above?

Yes No

17. Do you establish goals and objectives for clients that purchase your marketing services?

Yes - please reference what documents, worksheets, or reports those goals and objectives are specified in.

No - please explain how clients measure the success of your marketing services.

Privacy

19. Do you receive, retain or store client financial information including but not limited to credit card data, bank account data, tax ID numbers, social security numbers, credit history or data, or any other client financial data?

Yes No

If yes, please describe your policies and procedures for keeping such data secure and how you protect such data from disclosure to unauthorized third-parties. Alternately, attach your privacy policy and/or third-party certification of your privacy standards.

20. Do you receive, retain, or store proprietary or confidential client information including but not limited to sales data, revenue data, marketing strategies, customer lists, leads lists, product information, pricing and margins, intellectual property, or any other information that the client identifies as proprietary or confidential?

Yes No

If yes, please describe your policies and procedures for keeping such information secure and how you protect it from disclosure to unauthorized third-parties. Alternately, attach your privacy policy and/or third-party certification of your privacy standards.

21. Do you receive, retain or store consumer marketing information for use in marketing campaigns or services including but not limited to search history, purchase history, location history, contact information, personally identifiable information, consumer preferences, consumer financial data, or consumer health data?

Yes No

If yes, please describe your policies and procedures for keeping such information secure and how you protect it from disclosure to unauthorized third-parties. Alternately, attach your privacy policy and/or third-party certification of your privacy standards.

22. Do you receive, retain or store any information protected by HIPPA, Dodd-Frank, privilege or any other legal requirements to which clients are obligated?

Yes No

If yes, please describe your policies and procedures for keeping such information secure and how you protect it from disclosure to unauthorized third-parties. Alternately, attach your privacy policy and/or third-party certification of your privacy standards.

23. Do you maintain an internal “Do Not Contact” list for former clients or leads that request not to be contacted by email or phone?

Yes No

If yes, please describe your policies and procedures for honoring the “do not contact” requests. Alternately, attach your policy or procedures document regarding “do not contact”.

Acknowledgement:

I affirm that I am authorized to complete this application on behalf of my company, that I am qualified to answer the questions in this application, and that the information and responses provided are true and accurate to the best of my knowledge. By submitting this application I also affirm that if my company is certified under LSA Certification Program Standards, my company agrees to uphold such standards and abide by and submit to the rules under which the program is administered as long as I maintain my certification status.

Acknowledged and submitted by:

Signed

Print Name

Appendix: Sample Dispute Resolution Policy

This dispute resolution policy shall be followed in the event a complaint is received from a Client of the following nature or requesting one of the following actions by Company:

- A refund of money paid for products or services;
- A complaint received through a third-party authority or a threat to complain to such third-party authority including but not limited to a government agency, the BBB, LSA, or client's attorney;

When a complaint matching the above criteria is received from Client in any form of communication whether in person, by phone, by email or any other written communication, the following procedures shall be followed:

1. Client will receive a notification that the complaint was received by Company and that a response will be forthcoming.
2. The complaint is brought to the attention of a manager level employee at Company.
3. The facts of the complaint are investigated and a review is conducted regarding the relationship with the Client, the nature and elements of the complaint, and the product or service provided.
4. A response in light of the above review is determined by a manager.
5. The Client is notified of the response or decision regarding the complaint by email or other written communication.
6. If the response is rejected by the Client, the matter shall be escalated within the Company to a higher authority.
7. Any further communication in attempt to resolve the complaint shall be at the discretion of management.